PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE

Richmond, Virginia

To: . Mr. J. E. Wickham ✓ **Date:** April 18, 1989

From: . Barbara S. Mait

Subject: . New Brand Introduction - Magna Lites 80 (Box)

R. J. Reynolds is extending the Magna brand family with the introduction of Magna Lites 80 (Box) cigarettes. These value entry cigarettes will be in national distribution and deliver 9 mg tar and 0.6 mg nicotine. R. J. Reynolds introduced Magna 80 (Box), 85 and Magna Lites 85 in July, 1986.

BSM:rad

Barbara S Mait

cc: Mr. J. Campbell
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Attachments

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